Sojourners reaches more than 5 million readers annually through our award-winning 
monthly magazine, *Sojourners*; our online publication at sojo.net; and our email newsletters.

- **Sojourners magazine:** 60,000 readers monthly
- **Email subscribers:** 205,000
- **Dedicated Email Blasts:** 100,000 subscribers receive sponsored emails monthly
- **Social media:** 200,000 following us on Facebook, Twitter, and Instagram
- **sojo.net website:** 4.6 million users
- **8.7 million** pageviews annually

*Best Religious/Spiritual Magazine 2016 — Folio Awards*
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## Contact Us

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Advertising Assistant
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Contact with questions about ad specs and material deadlines/ to send in ad materials
COMMUNITY DEMOGRAPHICS

Sojourners readers seek new ways to grow personally, professionally, and in relationship with their family and faith communities; they seek out meaningful books, educational opportunities, and ways to spend in socially responsible ways; they support charitable causes, care about the environment, and are interested in cultivating spiritual and social awareness and action to create a more just world.

AGES OF SOJOURNERS COMMUNITY*

<table>
<thead>
<tr>
<th>Age</th>
<th>Total email list</th>
<th>Print magazine readers</th>
<th>Facebook**</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 to 29</td>
<td>3%</td>
<td>2%</td>
<td>10%</td>
</tr>
<tr>
<td>30 to 39</td>
<td>7%</td>
<td>5%</td>
<td>24%</td>
</tr>
<tr>
<td>40 to 49</td>
<td>8%</td>
<td>6%</td>
<td>21%</td>
</tr>
<tr>
<td>50 to 59</td>
<td>16%</td>
<td>14%</td>
<td>27%</td>
</tr>
<tr>
<td>60 to 69</td>
<td>37%</td>
<td>37%</td>
<td>15%</td>
</tr>
<tr>
<td>70 or over</td>
<td>29%</td>
<td>36%</td>
<td>12%</td>
</tr>
</tbody>
</table>

*Unless otherwise noted, all statistics come from Readership survey, October 2016.
**Sojo Facebook users are reflective of sojo.net website audience.

SOJOURNERS READERS ARE INFLUENCERS IN THEIR COMMUNITIES

Teachers • Pastors • Denominational leaders
University and seminary professors
Students • Musicians • Social Workers
Trailblazing activists • Healthcare Professionals
Theologians • Retirees • Business leaders
Dedicated church members • Volunteers
Employees of major nonprofit organizations

89% hold a Bachelor’s degree or higher
44% have a graduate degree
18% have someone in the household considering enrolling in a university or seminary program in the next two years.

Male 42% Female 57%
Our constituents reflect a broad range of Christian traditions, along with the valued perspectives of interfaith and secular voices. We stand together to envision a future in which people of faith act in passionate pursuit of racial and social justice, life and peace, and environmental stewardship.

<table>
<thead>
<tr>
<th>Faith Tradition</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roman Catholic</td>
<td>17%</td>
</tr>
<tr>
<td>United Methodist</td>
<td>16%</td>
</tr>
<tr>
<td>Presbyterian</td>
<td>13%</td>
</tr>
<tr>
<td>Nondenominational Christian</td>
<td>12%</td>
</tr>
<tr>
<td>Presbyterian</td>
<td>11%</td>
</tr>
<tr>
<td>United Church of Christ (UCC)</td>
<td>10%</td>
</tr>
<tr>
<td>Lutheran</td>
<td>7%</td>
</tr>
<tr>
<td>Other Christian tradition</td>
<td>7%</td>
</tr>
<tr>
<td>Baptist</td>
<td>6%</td>
</tr>
<tr>
<td>Mennonite</td>
<td>5%</td>
</tr>
<tr>
<td>Spiritual but not religious</td>
<td>4%</td>
</tr>
<tr>
<td>Anglican</td>
<td>4%</td>
</tr>
<tr>
<td>Quaker</td>
<td>3%</td>
</tr>
<tr>
<td>Christian Reformed Church</td>
<td>3%</td>
</tr>
<tr>
<td>Unitarian Universalist</td>
<td>3%</td>
</tr>
<tr>
<td>Buddhist</td>
<td>2%</td>
</tr>
<tr>
<td>Disciples of Christ</td>
<td>2%</td>
</tr>
<tr>
<td>Evangelical Covenant Church</td>
<td>1%</td>
</tr>
<tr>
<td>Jewish</td>
<td>1%</td>
</tr>
<tr>
<td>Other religion</td>
<td>1%</td>
</tr>
<tr>
<td>None (does not identify with any religious tradition)</td>
<td>1%</td>
</tr>
</tbody>
</table>

“\textit{I’ve been a supporter of Sojourners since 1979. It was one of the signs in my life that nudged me to attend seminary and stayed with me through my years of ministry.}” —Rev. Pamela J. Tinnin

20% of our readers are clergy, on church staff, or in a religious order!
SOJOURNERS READERS TAKE ACTION

Our advertising team understands how challenging it can be to spread the word about your cause or product in today’s noisy, busy world. We build relationships with our advertising partners and help guide them in expressing their values through inspiration, creativity, and strategic planning.

Lutheran World Relief

“Advertising with Sojourners has given us some of the best response rates across our ad channels. We know the audience cares about our mission, and the advertising staff are a joy to work with.”

— Dan Ruth, Lutheran World Relief

After reading Sojourners’ content...

- 77% Referenced in conversation with others
- 64% Shared on social media or email
- 61% Signed a petition
- 36% Contacted an elected representative by email, phone, mail or in person
- 19% Reached out to an advocacy organization
- 17% Used information in a sermon
- 14% Attended a demonstration, rally, or protest
- 11% Referenced in an academic setting (as a teacher or student)
- 11% Joined or participated in a ministry at my church
- 6% Started a new ministry, project or social action campaign

After viewing an ad in Sojourners...

- 34% Visited the website of the advertiser or a related site
- 16% Purchased a product or service after seeing an advertisement in Sojourners
- 11% Made a charitable contribution after seeing a nonprofit in Sojourners
- 10% Passed information along about the advertiser to someone else
- 9% Inquired about an educational opportunity
- 6% Attended an event that I saw advertised in Sojourners
SOJOURNERS MAGAZINE: Editorial Highlights

This is what we’ve been writing about:

*Sojourners* magazine has built a reputation as the place Christians turn to for a faithful perspective on news and culture. We cover a broad range of social justice issues from the local to the global. Here are a few headlines from recent years:

**My Neighborhood is Killing Me**
Sierra Club President Aaron Mair on why we must pursue racial and environmental justice together.

**Justicia! (in English and en Español)**
How Latina and Latino Christian leaders are transforming social justice.

**Shop ‘til They Drop**
Every wonder why things in the local mall are so cheap? Prison labor may be part of the answer.

**Crossing the Bridge to a New America**
A new generation, of all races, is leading the way to a future where our growing diversity is experienced as a great benefit, not a threat.

**‘This Is My Church Too’**
LGBTQ Christians talk about why they stay in denominations that are less than affirming.

**Game Changer?**
Around the world, Catholics are becoming a church committed to peace and nonviolence. And the Vatican is listening.

**Print readership: 60,000**  **Print circulation: 30,000**

11 issues per year
93% subscription
5% free distribution
2% newsstand
65% subscription renewal rate

**Subscriptions include:**
720 libraries
129 seminaries
488 universities (other than seminaries)
1,072 churches
SOJOURNERS MAGAZINE: Special Advertising Opportunities

BOOK SECTION. The “Great Reads” special book section is a cost-effective option to build awareness about new titles. We do all of the layout and production on these 1/8 page ads—all you need to do is provide the book description and print-quality cover art. Other size ads are available. November 2017 and May 2018. Prices begin at $350.

TRAVEL GUIDE. Feature your upcoming events, conferences, retreats, or travel opportunities with a 1/6 or 1/3 page ad in this section. Your ad includes a complimentary four-week listing in our online classifieds “events” section. April 2018. Prices begin at $350.

GIFT GUIDE. Each year the “Just Giving Guide” provides our readers a way to choose gifts for their loved ones with justice in mind. This section is perfect for: faith-inspired gifts, fair trade foods, eco-friendly products, handmade jewelry and artistic items, and unusual gifts from diverse cultures. Appears in the December 2017 issue. A digital version is available online and included with your ad package. Prices begin at $350.

INSERTS AND BUNDLING. You can reach our audience directly by including your own printed material, bundled or inserted into Sojourners magazine. Small items such as postcards can be inserted into the pages of the magazine and grab readers’ attention. Larger pieces, such as catalogs, can be bundled with the magazine using a polybag. The maximum size for items to be bundled is 8” x 10.5”—folded or flat. Bundle collateral with polybag is $5,900. Bind-in card insert is $3,500.
SOJOURNERS MAGAZINE: Issues and Closing Dates

Planning your advertising based on Sojourners’ special features, in addition to your own marketing goals, will generate the most engagement with our audience and greatest return on your investment.

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>RESERVATION DEADLINE</th>
<th>MATERIALS DEADLINE</th>
<th>MAIL DATE</th>
<th>SPECIAL PROMOTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>December</td>
<td>Sept 29</td>
<td>Oct 6</td>
<td>Nov 3</td>
<td>Ad Section: “Just Giving Guide”</td>
</tr>
<tr>
<td>January 2018</td>
<td>Oct 20</td>
<td>Oct 27</td>
<td>Dec 1</td>
<td></td>
</tr>
<tr>
<td>February</td>
<td>Nov 17</td>
<td>Nov 27</td>
<td>Dec 29</td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>Dec 29</td>
<td>Jan 2</td>
<td>Feb 1</td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>Jan 19</td>
<td>Jan 26</td>
<td>Mar 1</td>
<td>Ad Section: “Travel Section”</td>
</tr>
<tr>
<td>May</td>
<td>Feb 16</td>
<td>Feb 23</td>
<td>Mar 29</td>
<td>Ad Section: “Great Reads” Books</td>
</tr>
<tr>
<td>June</td>
<td>Mar 23</td>
<td>Mar 29</td>
<td>May 3</td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>Apr 27</td>
<td>May 4</td>
<td>Jun 7</td>
<td></td>
</tr>
<tr>
<td>August</td>
<td>May 25</td>
<td>Jun 1</td>
<td>Jun 5</td>
<td></td>
</tr>
<tr>
<td>Sept-Oct</td>
<td>Jun 22</td>
<td>Jun 29</td>
<td>Aug 2</td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>Aug 17</td>
<td>Aug 24</td>
<td>Sep 27</td>
<td>Ad Section: “Great Reads” Books</td>
</tr>
<tr>
<td>December</td>
<td>Sep 21</td>
<td>Sep 28</td>
<td>Nov 1</td>
<td>Ad Section: “Just Giving Guide”</td>
</tr>
</tbody>
</table>

Our magazines are frequently distributed to thousands of attendees of national Christian conferences. Ask us about current opportunities!
PRINT MAGAZINE: Advertising Rates

Expand awareness of your product or service through Sojourners magazine. We even reward you for multiple insertions with frequency discounts when they are booked under the same contract.

All ads are four-color.

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>1x RATE</th>
<th>3x RATE</th>
<th>6x RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>cost per issue</td>
<td>(10% discount) cost per issue</td>
<td>(15% discount) cost per issue</td>
</tr>
<tr>
<td>2-PAGE SPREAD</td>
<td>$3,800</td>
<td>$3,420</td>
<td>$2,907</td>
</tr>
<tr>
<td>COVERS</td>
<td>$2,200</td>
<td>$1,980</td>
<td>$1,683</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>$1,950</td>
<td>$1,755</td>
<td>$1,492</td>
</tr>
<tr>
<td>2/3 PAGE</td>
<td>$1,620</td>
<td>$1,458</td>
<td>$1,239</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>$1,400</td>
<td>$1,260</td>
<td>$1,071</td>
</tr>
<tr>
<td>1/3 PAGE</td>
<td>$950</td>
<td>$855</td>
<td>$727</td>
</tr>
<tr>
<td>1/6 PAGE</td>
<td>$550</td>
<td>$495</td>
<td>$421</td>
</tr>
<tr>
<td>1/8 PAGE (SPECIAL SECTIONS)</td>
<td>$350</td>
<td>$315</td>
<td>$268</td>
</tr>
</tbody>
</table>

Call for a customized package that meets your budget and marketing needs.
Sojo.net is a leading source for Christians eager to explore the intersections of faith, justice, politics, and culture. With daily updates on social justice issues, news, and commentary, Sojourners’ website is a nationally recognized online destination. On it, you will see:

- Mobile-first website design
- Magazine content through digital subscription
- Unique video content
- Original reporting
- A faith perspective on national news
- Book and film reviews

8.7 million pageviews per year!

Options for advertising on sojo.net include:

- Premium banner ad placement
- Cost-effective, site-wide banners
- Sponsored articles and other content
- Geotargeting by state, region, or country available
Email marketing continues to be a reliable channel to deliver a message, whether for lead generation, branding, or direct sales. Sojourners thoughtfully emails our subscribers in ways that are relevant and valued by our audience.

“The best way to begin the day is by reading Sojourners’ daily meditation: Verse & Voice.”

—Cheryl Hockaday
Sojourners’ Reader

170,000 subscribers. Weekly commentary from Jim Wallis and other leaders.

35,000 subscribers. Daily (M-F) meditative email with Bible verses, a compelling quote, and a prayer. Your ad appears in each email during a one-week period. Highly effective for book publishers.

16,000 subscribers. Weekly summary of the top 10 news stories from a justice perspective.
DIGITAL PUBLICATIONS: Digital Sponsorships

Dedicated Email Blasts
With Sojourners’ dedicated email blasts, you can reach up to 100,000 of our email subscribers for better and deeper engagement with our audience.

Sponsored content online
With our newest form of native advertising, Sojourners will publish an article written by your organization. This is a chance for your brand to join the Sojourners legacy, with content remaining on sojo.net permanently.

Your article will be featured on our homepage, such as the example below, as well as promoted through our own digital advertising channels.

Our readers take action!
Here’s how dedicated email blasts performed in 2016 and 2017:

<table>
<thead>
<tr>
<th>Advocacy</th>
<th>Education</th>
<th>Events</th>
<th>Publishing</th>
</tr>
</thead>
<tbody>
<tr>
<td>21% open</td>
<td>23% open</td>
<td>23% open</td>
<td>24% open</td>
</tr>
<tr>
<td>12% CTR</td>
<td>4% CTR</td>
<td>5% CTR</td>
<td>8% CTR</td>
</tr>
</tbody>
</table>

Facing Down the KKK: The Story of Koinonia Farm and Christian Hospitality
Amanda Moore

On February 24, 1957, the KKK held a 150-person rally in Americus, Ga, drawing men and women from around the region. Following the rally, they assembled a 70-80 car motorcade and drove 10 miles down the highway to a Christian community called Koinonia Farm. They came to ask the community to move out of town, offering that the Klan would see to it that they received full value for their property and equipment. The community refused. For years, the racial tension in the small Southwest Georgia town had been escalating. Koinonia Farm began in 1942, and lived in relative peace for many years.
CLASSIFIED ADS

The Sojourners website is an active online community where supporters, readers and newcomers alike comes to learn more about social justice, news and culture. Our classified section on our website is a great way to promote job openings, internships and events to Sojourners’ unique faith-inspired, social justice advocates.

**Specifications:** Online classifieds are 100 words maximum, with option to include hyperlinks in the text.

“We chose Sojourners because we felt the readers of your publication have similar values, concerns and interests and are aligned to our mission and work at Ten Thousand Villages. We believed we were recruiting to a good target audience.” — Beth Parson, Ten Thousand Villages

Reach our audience with the following plans:

**Package A:** $650 = 1/6 page ad in Sojourners magazine, 1 text link (35 words) in Verse & Voice or Sojomail email newsletter, and an 8 week listing on sojo.net.

**Package B:** $195 = A 6 week listing on sojo.net, plus 1 text link in Verse & Voice or Sojomail email newsletter.

**Package C:** $75 = 4 weeks of online advertising on sojo.net.

**Custom Packages:** We’ll create a custom advertising plan for you!

Classified webpage sojo.net/classifieds

Hear from Jim Wallis at the Everence Development Conference on generosity and planned giving

Sign up now for an engaging experience for development and fundraising professionals from charities and churches, at the Everence Development Conference, “Bridge to a Shared Tomorrow” in September in Lancaster, Pennsylvania. Register now and save with early bird rates!

Text links appear in email newsletters
Verse & Voice or Sojomail
## DIGITAL PUBLICATIONS: Email & Web Advertising Rates

<table>
<thead>
<tr>
<th>EMAIL PUBLICATION</th>
<th>1X RATE</th>
<th>3X RATE (10% discount)</th>
<th>6X RATE (15% discount)</th>
<th>AD SIZE</th>
<th>SUBSCRIBERS</th>
<th>PUBLICATION DAYS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SOJOMAIL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Slot 1</td>
<td>$495</td>
<td>$446</td>
<td>$421</td>
<td>300x250</td>
<td>170,000</td>
<td>Every Thurs</td>
</tr>
<tr>
<td>Slot 2</td>
<td>$425</td>
<td>$383</td>
<td>$361</td>
<td>300x250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Text Link</td>
<td>$100</td>
<td>$90</td>
<td>$85</td>
<td>35</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>VERSE &amp; VOICE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Slot 1 or 2</td>
<td>$450</td>
<td>$405</td>
<td>$383</td>
<td>300x250</td>
<td>35,000</td>
<td>Daily, M-F</td>
</tr>
<tr>
<td>Text links</td>
<td>$100</td>
<td>$90</td>
<td>$85</td>
<td>35</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>WEEKLY WRAP</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Slot 1 or 2</td>
<td>$75</td>
<td>$68</td>
<td>$64</td>
<td>300x250</td>
<td>16,000</td>
<td>Every Fri</td>
</tr>
<tr>
<td>Text links</td>
<td>$45</td>
<td>$41</td>
<td>$38</td>
<td>35</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Website Banners
Pricing is CPM (cost per thousand impressions), with a 30,000 minimum.

<table>
<thead>
<tr>
<th>AD LOCATION</th>
<th>CPM</th>
<th>30,000</th>
<th>50,000</th>
<th>100,000</th>
<th>Ad Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Slot 1</td>
<td>$12</td>
<td>$360</td>
<td>$600</td>
<td>$1,200</td>
<td>300x250</td>
</tr>
<tr>
<td>Run of Site (Slot 2-4)</td>
<td>$6</td>
<td>$180</td>
<td>$300</td>
<td>$600</td>
<td>300x250</td>
</tr>
<tr>
<td>Geographic Targeting (Any size or position)</td>
<td>$20</td>
<td>$600</td>
<td>$1,000</td>
<td>$2,000</td>
<td>300x250</td>
</tr>
<tr>
<td>Leaderboard - Homepage &amp; Special Sections</td>
<td>$15</td>
<td>$450</td>
<td>$750</td>
<td>$1,500</td>
<td>728x90</td>
</tr>
<tr>
<td>Mobile Adhesion Banners (Smartphone &amp; Tablet)</td>
<td>$20</td>
<td>$600</td>
<td>$1,000</td>
<td>$2,000</td>
<td>728x90 320x50</td>
</tr>
</tbody>
</table>

### Dedicated Email Blasts
Pricing for email blasts is based on the number of emails sent (CPM). Minimum send is 30,000, maximum is 100,000.

<table>
<thead>
<tr>
<th>RATE</th>
<th>CPM</th>
<th>30,000</th>
<th>50,000</th>
<th>100,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email blast</td>
<td>$75</td>
<td>2,250</td>
<td>3,750</td>
<td>7,500</td>
</tr>
<tr>
<td>Email blast with targeting</td>
<td>$85</td>
<td>2,550</td>
<td>4,250</td>
<td>8,500</td>
</tr>
</tbody>
</table>
AD SPECIFICATIONS

Please note that Sojourners’ advertising team does not offer any design services.

PRINT:

SIZE. The digital file must be 100% of the display ad size
For full-page ads, add .25” bleed to each side of magazine trim size.

FILE TYPE. Required: A TIFF or PDF/X-1A file
We do not accept: film negatives, low-resolution files, Photoshop files, InDesign files, Word documents, or desktop publishing files.

IMAGES & FONTS. Image resolution should be 266 dpi or above
All fonts must be embedded in the PDF File. All ads with a white or light colored background should have a thin, dark-colored border

COLORS. All ads are four-color
All colors must be specified as standard four-color process (CMYK).
(Non-CMYK files do not print correctly and will not be accepted.)

2-PAGE SPREAD: 16.375” x 10.875” + .25” on outside for bleeds

DIGITAL:

SIZE. Slot 1 and Run of Site banners are 300x250 pixels
Mobile adhesion banners require two sizes, 728x90 pixels and 320x50 pixels
Leaderboard banners are 728x90 pixels
Maximum file size: 100kb

FILE TYPE. Send image as a JPG or GIF file. We accept animated GIF files for web only. No audio.

IMAGES & FONTS. Image resolution should be 72 dpi or above
All fonts must be embedded in the file. All ads with a white or light colored background should have a thin, dark-colored border

URL. Always send a specific website URL that your ad will be linked to.
Tracking URLs or tags are optional:
- IAS/DV tags—yes
- OCR/VCE tags—no
- HTML5 creative/tags—3rd party only

DEDICATED EMAIL BLASTS
These are the materials to send:
1. Subject line of email
2. Body copy content can take two forms:
   i. You build it: send us a complete HTML file with text and graphics. Note that all graphics must be loaded onto your server and cannot exceed a width of 600 pixels.
   ii. We build it: send text and one or two larger graphics; maximum width of 600 pixels, no height restriction.
3. Text-only document, used for the plain-text version of the email
4. Email addresses that should receive test messages

SPONSORED CONTENT
These are the materials to send:
1. A fully proofed and edited article, including applicable links and headline.
2. An image that is associated with the article. Our preferred size for the image is 480X320.
3. A logo for the sponsor of the content. This must be a transparent PNG.
4. Information about the author: name, a short bio (maximum of 25 words), and a headshot.

Email all ad materials and any questions about submitting ads to the Advertising Assistant at advertising@sojo.net.
TERMS & CONDITIONS

Sojourners accepts advertising that is: (a) deemed valuable and inoffensive to our readers, (b) not inconsistent with the publications’ objectives and editorial convictions, and (c) not incompatible with Sojourners’ vision and mission.

GENERAL

1. All ads are subject to review and approval by Sojourners’ Director of Advertising Sales, Director of Advocacy, editorial staff, and/or executive management.

2. Sojourners may accept or reject advertising at its sole discretion at any time with full reimbursement being made and/or request that changes are made to the advertising copy or pictures/illustrations. Furthermore, the publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.

3. Sojourners does not guarantee, warrant, or endorse any product, program, or service advertised, unless otherwise indicated.

4. It is the sole responsibility of the advertiser to comply with all legal requirements relating to the marketing and sale of products or services advertised.

5. The agency and/or advertisers represent that they are authorized to publish the entire contents and subject matter represented in the ad provided.

6. In consideration of Sojourners’ acceptance of such advertisements, the agency and/or advertiser will indemnify and hold Sojourners harmless from and against any loss or expense resulting from claims and suits based in the contents or subject matter of such advertisements.

CONTRACTS

1. All cancellations or changes of an ad run date will incur a $100 fee per ad insertion.

2. Cancellations must be submitted in writing and are not accepted after the materials deadline.

3. Advertising contracts must be fulfilled within one year from the first insertion. Frequency discounts are not retroactive or transferable.

4. If a contracted advertiser does not complete a contracted frequency schedule, insertions that have been published at the contract rate will be recalculated at the frequency rate that has been earned, and the difference will be billed to the advertiser.

PAYMENT

1. Full payment is due within 30 days of a signed contract.

2. In the event of nonpayment, Sojourners reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for payment due to Sojourners.

After signing a contract, Sojourners’ advertising representative will send the advertiser an invoice. Invoices may be paid by check or credit card. If paying by check, it should be made payable to Sojourners and mailed to: SOJOURNERS, ATTN: Advertising Department, P.O. Box 70730, Washington, DC 20024-9997